ORDER

Orders Order / Rev: 688357 Alt Order #: 06165367 Product Desc: KAINE FOR SENATE **WUSA** Estimate: 11224 Flight Dates: 09/10/12 - 09/16/12 Primary AE: Aaron Ashe Original Date / Rev: 06/05/12 / 06/05/12 T-WAS Sales Office: Order Type: Political Sales Region: NAT Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 Agency Commission: 15% Advertiser Name: Kaine, T/D/Sen/VA A35+ Demographic: New Business Thru: **Product Codes:** PL-US Senate Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	48	\$48,500.00	\$41,225.00

P-5

AGY, GEN, POL

Totals													
Month	# Spots	Gross Amount	Net Amount	Rating									
September 2012	48	\$48,500.00	\$41,225.00	0.00									
Totals	48	\$48,500.00	\$41,225.00	0.00									

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$48,500.00
Market	100%	\$210,869.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$2,108.70
WDCA	1%	\$2,108.70
WJLA	19%	\$40,065.22
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$73,804.35
WTTG	21%	\$44,282.61
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WUSA	09/10/12	09/13/12	5-6a 9 News @ 5a 9News @ 5a	СМ	5-6a	M-WT	:30	3	\$400.00P-2	0.00 NM	3	\$1,200.00
	1X/DAY												
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	eek: 09/1	10/12	09/16/12	M-WT	3	\$400.00	0.00						
E 2	WUSA	09/10/12	09/14/12	6-7a 9 News @ 6a	CM	6-7a	M-WTF	:30	4	\$450.00P-2	0.00 NM	4	\$1,800.00
				9News @ 6a							- 1		
	1X/DAY												

Print Date: 06/05/12 14:23:29 Page 2 of 3

WUSA

Order / Rev:

Flight Dates:

688357

09/10/12 - 09/16/12

Advertiser:

Kaine, T/D/Sen/VA

Alt Order #: 06165367

Product Desc:

KAINE FOR SENATE

Estimate:

11224

Ln Ch Start **Inventory Code** Start/End Time Days End Break Len Spots Rate Pri Rtg Type Spots Amount E 2 WUSA 09/10/12 09/14/12 6-7a 9 News @ 6a СМ 6-7a M-WTF--:30 \$450.00P-2 0.00 NM \$1,800.00 9News @ 6a 1X/DAY Start Date **End Date Weekdays** Spots/Week Rate Rating M-WTF--Week: 09/10/12 09/16/12 \$450.00 0.00 E 3 WUSA 09/12/12 09/14/12 CBS This Morning CM 7-9a --W-F--:30 \$250,00P-2 0.00 NM 2 \$500.00 **CBS This Morning** 1X/DAY **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 --W-F--\$250.00 0.00 E 4 WUSA 09/10/12 09/13/12 CM 11a-12p Price Is Right M--T---:30 \$325.00P-3 0.00 NM 2 \$650.00 The Price is Right 1X/DAY **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M--T---\$325.00 0.00 E 5 WUSA 09/14/12 09/14/12 9 News @ Noon 12-1230P ----F--:30 \$300.00P-3 0.00 NM \$300.00 CM 9 News @ Noon Start Date **End Date** Weekdays Spots/Week Rate Rating ----F--Week: 09/10/12 09/16/12 \$300.00 0.00 E 6 WUSA 09/12/12 09/13/12 DT CM 1230-3p --WT---:30 \$375.00P-3 0.00 NM 2 \$750.00 (12:30 PM-3:00 PM) **Daytime** 1X/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating \$375.00 09/16/12 --WT---0.00 Week: 09/10/12 WUSA 09/10/12 09/10/12 3-4p CM 3-4p M----:30 \$200.00 P-3 0.00 NM \$200.00 The Doctors **End Date** Weekdays Spots/Week Rating **Start Date** Rate Week: 09/10/12 09/16/12 M----\$200.00 0.00 E 8 WUSA 09/12/12 09/14/12 CM 4-5p :30 \$275.00P-3 0.00 NM 2 \$550.00 4-5p --W-F--Dr. Phil 1X/DAY End Date Spots/Week Rating **Start Date** Weekdays Rate Week: 09/10/12 09/16/12 \$275.00 0.00 E 9 WUSA 09/10/12 09/14/12 9 News @ 5p CM 5-6p M-WTF--:30 \$500.00P-2 0.00 NM \$2,000.00 9 News @ 5p 1X/DAY **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M-WTF--\$500.00 0.00 E 10 WUSA 09/10/12 09/14/12 9 News @ 6p CM 6-630p M-WTF--:30 \$800.00P-2 0.00 NM \$3,200.00 9 News @ 6p 1X/DAY Rating **Start Date End Date** Weekdays Spots/Week Rate M-WTF--0.00 Week: 09/10/12 09/16/12 \$800.00 E 11 WUSA 09/10/12 09/14/12 9 News Tonight 7p CM 7-730p M-WTF--:30 \$750.00P-2 0.00 NM \$3,000.00 9 News Tonight 7p 1X/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M-WTF--\$750.00 0.00 E 12 WUSA 09/15/12 09/15/12 9 News @ 6p Sat CM Sat 6-630p ----S-:30 \$350.00P-2 0.00 NM 1 \$350.00 9 News @ 6p Sat **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----S-\$350.00 0.00 E 13 WUSA 09/15/12 09/15/12 CBS Evening News SaturM Sat 630-7p ----s-:30 \$600.00P-3 0.00 NM \$600.00 1 **CBS Evening News Saturday** Spots/Week Start Date **End Date** Weekdays Rate Rating ----S-\$600.00 Week: 09/10/12 09/16/12 0.00 ----s E 14 WUSA 09/16/12 09/16/12 9 News @ 630p Sun 630-7P :30 \$400.00P-3 0.00 NM \$400.00 CM 9 News @ 630PM Sunday **End Date** Spots/Week Start Date **Weekdays** Rate Rating Week: 09/10/12 09/16/12 \$400.00 0.00

Print Date: 06/05/12 14:23:29 Page 3 of 3

Order / Rev:

688357

Advertiser:

Estimate:

Kaine,T/D/Sen/VA

Alt Order #:

06165367

Product Desc:

KAINE FOR SENATE

WUSA

Totals

48

\$48,500.00

Flight Dates: 09/10/12 - 09/16/12 11224

E15 WUSA 09/10/12 09/14/12 Enterlaimment Tonight CM 730-8P MTF 30 3 \$700.00P-3 0.00 NM 3 \$2,100.00 1/// Start Date End Date Week: 09/10/12 09/16/12 Mon Prime B 2 Proke (StriffMike & Molly Start Date End Date Week: 09/10/12 09/16/12 Week: 09/10/12 09/16/12 Week: 09/10/12 09/16/12 Week: 09/10/12 09/16/12 Week: 09/16/12 09/1	Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
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Criminal Minds Weekdays Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots							-30	1	\$5,000,00B.2	O OO NAA	١.,	8E 000 00
Start Date End Date Weekdays Spots/Week Rate 1 \$5,000.00 0	C17 WOSA 09/12/	12 05/12/12		CIVI	3-101-		.50	,	\$5,000.00F-2	0.00 14101	'	\$5,000.00
E18 WUSA 09/13/12 09/13/12 Thu Prime C	Start Date	End Date		Spots/Week	Rate	Rating						
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E 19 WUSA 09/14/12 09/14/12 Fri Prime C Blue Bloods												
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E 20 WUSA 09/10/12 09/14/12 9 News @ 11p 9 News @ 11p 9 News @ 11p 1X/DAY Start Date Week: 09/10/12 D9/16/12 M-WTF 4 \$2,000.00 0.00												
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E 23 WUSA 09/12/12 09/14/12 Letterman CM 1135P-1237AW-F :30 2 \$350.00P-3 0.00 NM 2 \$700.00 Late Night with David Letterman 1X/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/15/12 09/15/12 LF 1135p-1235a CM 1135P-1235AS- :30 1 \$200.00P-3 0.00 NM 1 \$200.00 Criminal Minds Start Date End Date Weekdays Spots/Week Rate Rating	Start Date	End Date		Spots/Week	Rate	Rating						
Late Night with David Letterman 1X/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12W-F 2 \$350.00 0.00 E 24 WUSA 09/15/12 09/15/12 LF 1135p-1235a CM 1135P-1235AS- :30 1 \$200.00 P-3 0.00 NM 1 \$200.00 Criminal Minds Start Date End Date Weekdays Spots/Week Rate Rating	4				• •							
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	Week: 09/10/12	09/16/12		<u>20019/4466K</u>	\$200.00							

ADD ZEW REP HEADLINE# 6165367 DELETE AGENCY -ORDER START DATE-SEP10/12 LINE/S PARTIAL LINE/S * * * 318 MASSACHUSETTS AVE, WASHINGTON, DC 20002 ORIGINAL REV#0 *** END DATE-SEP16/12 Z WK-1 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET BIAS# 5/REP# 1/AGENCY# 59/STATE TAX 11/RATE CARD 63/PCON 21/BILL 20/EOS 3/PROD# 2/ADVERTISER# 57/CO-OP TYPE 14/ORDER TYPE 7800 AGENCY CREDIT RISK !!! ΣX 458889 4/SLSP# EST#**** 64/ACON HARRIS MO-SU RPT. FAX# 703 528 7880 DATE 9/AREA MEDIA STRATEGIES & RESEARCH 58/CITY TAX 16/BYR AARON ASHE KAINE FOR SENATE POLI/T CO-OP KEY 17/RTG SVC TO/BILL FROM REP KAINE/D/SEN/VA CODE RACHAEL BEALE WASHINGTON, D/P REC# ISN JUN5/12 12.59
*** WUSA-TV *** ממ

REP: TO:NSA/NSM FROM: JESSI FOR AARON **NEW ORDER** \$48,500 48X THANKS, PLEASE CONFIRM 6/5

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

KAINE FOR SENATE 2012

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PROGRAM : NEWS
CON COM1: 1X/DAY

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M, W-TH

500A-600A

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09/10 09/13

\$400.00

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CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP

JUN5/12 12.59 *** WUSA-TV ***

\$750.00

REP LN#	CD	DAYS		BEGIN TIME		PTRN	LNTH		END DATE	SEC 14/ PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD SC#	
 2		M , W - F		600A-	700A		30	09/10	09/14	12		4	\$450.00		4
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PROGRAM : NEWS CON COM1: 1X/DAY

CON COM1: 1X/DAY

11 M,W-F 700P-730P 30 09/10 09/14

REP HEADLINE# 6165367

REP: TEL# 703 528 7800 FAX# 703 528 7880 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

JUN5/12 12.59

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REP HEADLINE# 6165367

REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS RPT. F FROM REP

JUN5/12 12.59
*** WUSA-TV ***

#NT BS LN# 23 18 ₩, Ħ DAYS TIME TIME PTRN LNTH 1135P-1235A ω 0 BEGIN 09/12 09/14 DATE 13/ / 14/ PLAN -PLAN PRICE 16/ SPT /WK N \$350.00 RATE SPOT 18/ STATION CD CD SC# 23/ /LIN

PROGRAM : LETTERMAN 1X/DAY

CON COM1:

1135P-1235A

4

SAT

PROGRAM:

SEP/12

48500.00

CRIMINAL MINDS 30 09/15 09/15

μ \$200.00

N

CONTRACT TOTAL SPOTS

48500.00 4 8

MARKET TOTALS \$210,869 WUSA 23% WITG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%

SVC- NSI DEMOS- RA35+*

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